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TO: EXAMINER SANVIER, SeanEXAMINER'S FAX NUMBER 703 746.7239ART UNIT 2162SERIAL NO. 09/349,676FROM: Gwenaelle le PenneREGISTRATION NUMBER: Limited RecognitionPHILIPS ELECTRONICS NORTH AMERICA CORPORATION  
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Fax Operator

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To: 703 746 5534

Following our phone conversation  
Re 09/349,676 and its abandonment  
please find here a copy of the  
response submitted 3/18/02 with auto.reply  
from PTO. Thank you for your help.

Regards,

Gwen Le Penne

Gwen

03/08/02 14:54:04

USPTO-&gt;

408 6174856 Right RX

Page 001

TO:Auto-reply fax to 408 6174856 COMPANY:

## Auto-Reply Facsimile Transmission



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TO:	EXAMINER <u>TANIER, Sean</u>	
	EXAMINER'S FAX NUMBER <u>703 746 4289</u>	
	ART UNIT <u>2162</u>	
	SERIAL NO. <u>09/349,676</u>	
FROM:	<u>Greenville L. Penace</u>	
	REGISTRATION NUMBER: <u>Limited Recognition</u>	
PHILIPS ELECTRONICS NORTH AMERICA CORPORATION 380 WHITE PLAINS ROAD TARRYTOWN, NEW YORK 10591 TELEPHONE: (408) 617-4837		
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TO THE UNITED STATES PATENT AND TRADEMARK OFFICE

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TO: EXAMINER SANVIER, Sean  
EXAMINER'S FAX NUMBER 703 746 7239  
ART UNIT 2162  
SERIAL NO. 09/349,676

FROM: Gwenaelle L. Penner  
REGISTRATION NUMBER: Limited Recognition

PHILIPS ELECTRONICS NORTH AMERICA CORPORATION  
580 WHITE PLAINS ROAD  
TARRYTOWN, NEW YORK 10591  
TELEPHONE: (408) 617-4837

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of  
KRISTEN DIANE ONDECK

Atty. Docket  
PHA 23681A

Serial: 09/349,676

Group Art Unit: 2162

Filed: 07/08/99

Examiner: JANVIER, JEAN

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## AFTER-SALES CUSTOMIZATION SPECIFIED BY RETAILER ACTS AS INCENTIVE

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

AMENDMENT

Sir:

In response to the Office Action mailed January 17, 2002, please amend the above-identified application as follows:

IN THE CLAIMS

Please amend independent Claim 1 as follows, where marked-up version of the amended Claim 1 is attached as Appendix A:

*C 1 sub P*

1. (THRICE AMENDED) A computer-implemented method of doing business to enable a provider of a product to stimulate commercial activities with a retailer, the method comprising:

- enabling to be notified of a sale of the product by the retailer to a customer;
- upon being notified, enabling customizing, via a data network, of equipment of the customer, with information associated with the retailer.

REMARKS